



2018 Cleveland Race Week Sponsorship Opportunities

Introduction

Cleveland Race Week (CRW) has undoubtedly become the largest sailing regatta on Lake Erie and one of the largest in the country. The annual event, now celebrating its 38th year, attracts hundreds of boats from across the United States and Canada. Nationally, Cleveland Race Week ranks as one of the largest sailing events based on number of sailing classes.

Founded in 1980, CRW has developed into 10 days of racing and special events. Based at Edgewater Yacht Club, which recently celebrated their Centennial and underwent a renovation, the event is scheduled to take place June 15-24, 2018. CRW annually draws over 1,800 national and international participants and offers significant marketing exposure to a premiere demographic of sailing professionals, nationally ranked amateurs, junior sailors and female competitors. One design fleets that participate include J/22, J/70, J/24, J/105, J/120, Tartan 10, Dragon, Ensign, Jet-14, VX, Interlake, and Star classes. The Handicap (PHRF) Class is represented with nine racing divisions and three JAM divisions.

CRW continues to be the premier sailing regatta on Lake Erie, and has consistently maintained or increased participation while other regional and national regattas have seen significant reductions in the number of boats entered. Our strong sponsorship network provides continuous support placing Cleveland Race Week in the upper echelon of US sailing events and further enhancing CRW's status as a major regional regatta.

About Edgewater Yacht Club

Founded in 1914, Edgewater Yacht Club is the premier sailing and racing club in the Cleveland area. The club has hosted many regional, national and world championship regattas and has an outstanding reputation for running flawless on-the-water and off-the-water events. A sample of the many events Edgewater Yacht Club has successfully hosted includes:

- J/22 World Championship
- J/24 North Americans
- J/70 Great Lakes Championship
- Star Western Hemisphere Championship
- US Sailing Championship of Champions
- US Sailing Women's Keelboat Championship (Adams Cup)
- US Sailing Men's Keelboat Qualifier (Mallory Cup)
- International Gay Games (GG9)
- Thistle North American Championship
- Thistle Regional and Lake Erie Championships
- Highlander National Championship
- Dragon North Americans
- Ensign North Americans
- Ensign Great Lakes and District Championships
- Farr 30 Great Lakes Championship
- Melges 24 Great Lakes Championship
- Mumm 30 Great Lakes Championship
- T-10 North American Championship
- T-10 Lake Erie and Great Lakes Championships
- Lightning District Championship
- Catalina 25 Nationals
- Jet 14 Nationals
- North Coast Women's Sailing Association Regatta
- US Junior Olympic Sailing Festival
- Opti Midwest and Great Lakes Championships

Sponsorship Outreach

- 10-day event with captured and new audiences
- Long-term beneficial relationship with Cleveland Race Week and Edgewater Yacht Club members and guests
- Fully customizable marketing, branding, and outreach initiatives
- Interactive brand building and loyalty marketing opportunities
- One-on-one access to the following demographics:
 - 18-70 year-old Female and Male Competitors
 - 12-18 year-old Female and Male Junior Sailors and their parents
 - Families and Coaches of Competitors
 - Amateur Sailors as well as Sailing Professionals and World Champions
 - 1800+ Competitors, 400 Boats and 350+ Volunteers (Members and Non-Members)
 - Household Incomes between \$50,000 – \$1,000,000+

For More CRW Sponsorship Information Contact:

Caroline Sundman, Sponsorship Chair
440.669.6557 or CRWsponsorship@yahoo.com



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Levels and Benefits of Sponsorship

	PLATINUM \$10,000	GOLD \$4,000	SILVER \$2,500	BRONZE \$900	SUPPORTING BELOW \$500
TITLE RIGHTS	•				
LOGO ON BOW DECALS	•				
LOGO ON EVENT MERCHANDISE	•				
LOGO ON REGATTA TROPHIES	•			• DAILY AWARDS	
RECOGNITION AT AWARDS CEREMONY	•	•	•	• DAILY AWARDS	
REGATTA SKIPPER'S PACKET COVER	•				
LOGO ON EVENT WEBPAGE	•	•	•	•	•
LOGO ON CLUB TV DISPLAYS	•	•	•	•	•
SOCIAL MEDIA SHOUTOUT	•	•	•	• ON SPONSORED DAY	
BANNER ON-SITE	4	2	2	1	1 OF YOUR CHOICE (SMALL LOGO)
LOGO ON REGATTA BUCKET	• LARGE LOGO	• LARGE LOGO	• LARGE LOGO	• SMALL LOGO	
VIP WRISTBANDS	4	4	2	2	1
VIP PARKING PASS	1				
VIP PARTY TICKETS	10	8	6	4	2

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Sample Strategic Sponsorship Opportunities



Official Regatta Tent Sponsor

Tent Lounge Sponsor or Tent Activities Sponsor

Race Circle Sponsor – Title Sponsorship for Specific Race Area (four available)

Wristband Sponsor

Beverage Sponsor (free bottled water and/or soda for Competitors)

VIP Party Sponsor

“Sunday Morning Recovery” – Bloody Mary Bar Sponsor

Entertainment Sponsor

Social Media Sponsor

Competitor Shuttles to and from the Visitor Parking Area

Designated Display Table/Exhibition Space

Bow or Boom Decals on all Competing Boats

Logo on the famous Cleveland Race Week Skippers Bucket—*the gift that keeps on giving!*

Sponsor-Provided Banners displayed in designated event space

Giveaways and marketing material provided to Competitors in the Regatta Skippers packet

Keg Sponsorship—you won't want to hear “Last Call!”

What are you waiting for? Join the fun today!



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Schedule of Events

FRIDAY, JUNE 15 – SUNDAY, JUNE 17

One Design Race Weekend

WEDNESDAY, JUNE 20

Junior Race Day

Women's Race Night

Doublehanded Race Night

RC Sailboat Regatta

THURSDAY, JUNE 21 – SUNDAY, JUNE 24

Offshore Race Weekend



We look forward to speaking with you regarding sponsorship opportunities for the
2018 Cleveland Race Week!

For more information on the opportunities outlined above or to reserve your sponsorship,
please contact:

caroline sundman, Cleveland Race Week Sponsorship Chair

email: caroline.sundman@yahoo.com

CRWsponsorship@yahoo.com

phone: 440.669.6557



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